

Message Text

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P R 251415Z NOV 75
FM AMEMBASSY STOCKHOLM
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UNCLAS STOCKHOLM 5980

FOR BIC/OIM:DTRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: BETWEEN SHOW PROMOTION FEE SCHEDULE

1. BEGINNING AUGUST 15 THROUGH NOVEMBER 21, FIFTEEN EVENTS WERE HELD, PREVIOUSLY BOOKED AT FIRST FEE STRUCTURE ESTABLISHED BY STC WITH OIM CONCURRENCE.
2. FROM NOVEMBER 17 TO 24 FOUR EVENTS WERE HELD AT CURRENT FEES (MINIMUM FULL COST RECOVERY).
3. DURING SAME PERIOD, JULY 1 TO NOVEMBER 24 IN FY '75 THIRTY-SEVEN BSP EVENTS WERE HELD.
4. FROM AUGUST 12, 1975 WHEN CURRENT FEES BEGAN TO NOVEMBER 24 TWENTY FIRMS HAVE BEEN IN CONTACT WITH STC REGARDING BSP BOOKING. FIVE HAVE MADE SPACE RESERVATIONS AT CURRENT FEES, FIFTEEN HAVE DECIDED NOT TO PARTICIPATE DUE TO TOO HIGH FEE.
5. STC ESTIMATES PROJECTED BSP PARTICIPATION IN FY '76 TO REACH ONLY 28 PERCENT OF LEVEL EVENTS HELD IN FY '75 BASED ENTIRELY ON MINIMUM FULL COST RECOVERY.

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6. RENTAL RATES FOR COMPARABLE SPACE ON THE MARKET IN

STOCKHOLM ARE AS FOLLOWS:

ESSO MOTOR HOTEL: CONFERENCE ROOM \$17 DAILY
SEMINAR ROOM \$28 DAILY
EXHIBIT HALL \$159 DAILY

ST. ERIKS MASSAN: CONFERENCE ROOM \$31 DAILY
SEMINAR ROOM \$40 DAILY
EXHIBIT HALL \$5,000 DAILY

EXHIBIT HALL FEE AT ST. ERIKS ONLY AVAILABLE WITH FULL
CONSTRUCTION SERVICES AT \$12 TO \$17 PER SQUARE METER.

7. OUR ANALYSIS OF FEE STRUCTURE EXPERIENCE TO DATE IS
THIS:

A) FOR BIGGER BSP PROMOTIONS, USUALLY HELD BY MAJOR US
FIRMS, REQUIRING MAJORITY OF EXHIBITION HALL SPACE, FEES
OF \$150 NTM OR \$250 OTM FOR UP TO FIVE DAYS IS COMPETITIVE
IN THE LOCAL MARKET

B) FOR MAJORITY FIRMS WHO STAGE SMALLER PROMOTIONS,
UTILIZING ONE THIRD OF THE HALL OR CONFERENCE ROOM OR LOUNGE
AREA, FOR ONE TO THREE DAYS, THESE FEES ARE NOT COMPETITIVE

C) AS AN EXAMPLE, A TYPICAL THREE DAY MINI SHOW WITH
SALES MEETINGS CAN BE HELD AT THE ESSO MOTOR HOTEL FOR
\$84 FOR ANY FIRM NTM OR OTM.
STRAUSZ-HUPE

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